

## ABSTRACT

Disclose is an advertisement delivery/management system for delivering an advertisement according to priority on a viewer-by-viewer basis through a selected media, comprising advertisement delivery means for delivering advertisements to each of viewers, delivery management means for managing the advertisements to be delivered from the advertisement delivery means to each of the viewers, according to priority, and an advertisement database for storing respective digital advertisement data of the managed advertisements. The delivery management means includes advertisement verification means for verifying the particularity of each of the managed advertisements, and advertisement data change/update means for changing or updating the advertisement data stored in the advertisement database.